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TO : Commissioner for Patents
Mail Stop: Amendment

FROM : Oleg F. Kaplun

DATE : March 31, 2006

SUBJECT : U.S. Patent Appln. Serial No. 09/653,767
for *Frames-Based Advertising Service with
Response and Activity Reporting*
Inventor(s): Allan et al.
Our Ref.: 40116/06801

NUMBER OF PAGES INCLUDING COVER : 4

MESSAGE:

Please see attached

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Attorney Docket No. 40116/06801 (A-68678)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s) : Allan et al.
 Serial No. : 09/653,767
 Filing Date : September 1, 2000
 For : Frame-Based Advertising Service With Response And Activity Reporting
 Group Art Unit : 3629
 Examiner : Jonathan P. Ouellette

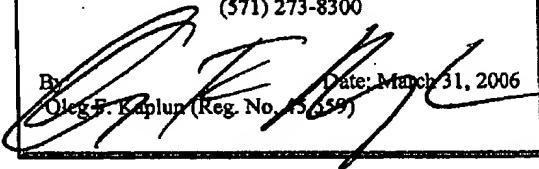
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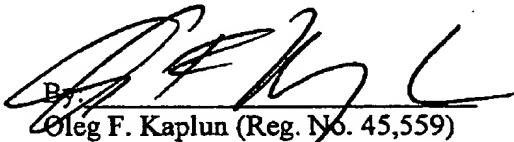
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By:  Date: March 31, 2006
 Oleg F. Kaplun (Reg. No. 45,559)

TRANSMITTAL

Transmitted herewith please find a Response to the Office Action mailed March 6, 2006 for filing in the above-identified application. No fees are believed to required. However, the Commissioner is hereby authorized to charge the Deposit Account of Fay Kaplun & Marcin, LLP No. 50-1492 any additional required fees. A copy of this paper is enclosed for that purpose.

Respectfully submitted,


 By:
 Oleg F. Kaplun (Reg. No. 45,559)

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 150 Broadway, Suite 702
 New York, N.Y. 10038
 (212) 619-6000 (telephone)
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Examiner : Jonathan P. Ouellette

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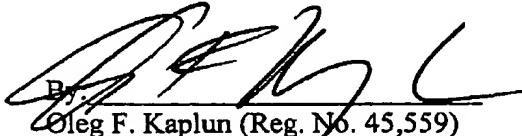
By: *Oleg F. Kaplun* (Reg. No. 45,559)

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Alexandria, VA 22313-1450

RESPONSE

In response to an Office Action mailed on March 6, 2006 in the above-identified application, the Applicants elect Invention I corresponding to claims 1-15, 26-61, 63, 64, 67-70 and 73 for prosecution on the merits.

Respectfully Submitted,



By: _____
Oleg F. Kaplun (Reg. No. 45,559)

Dated: March 31, 2006

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